



Brand Development
Public Relations
Advertising
Interactive Solutions
Graphic Design

FOR IMMEDIATE RELEASE

NEWS FOR:

Downtown Center Business Improvement District,
Downtown Los Angeles

MEDIA CONTACTS:

Kim Macy/John
Halloran/Natalie Weiner
Macy + Associates Inc.
310.821-5300
x222/231/236
kmacy@macyinc.com

DCBID REVEALS ITINERARY FOR FOURTH 'GET URBAN' CREATIVE AND TECH OFFICE TOUR ON SEPTEMBER 24 FROM 2:00PM-5:00PM

Sign-Ups for Informative and Highly Popular Tours at downtownla.com/GetUrban.

(Los Angeles, CA – September XX, 2015) – The Downtown Center Business Improvement District [DCBID] announced today they will be holding their fourth 'GET URBAN' tour on Thursday, September 24th from 2 – 5PM, continuing their efforts to recruit tech and creative companies to Downtown Los Angeles, announced Carol Schatz, President and CEO of the DCBID.

Members of the DCBID will guide attendees through Los Angeles Center Studios, Unispace, and The Park DTLA, giving guests the opportunity to experience the numerous collaborative workspaces within downtown's amenity rich urban culture.

Although the primary objective of 'GET URBAN' is to attract tech and other creative industries to Downtown Los Angeles, guests of each tour thus far have been of many different fields. Previous tour attendees have included media, brokers from all areas of Los Angeles, as well as tenants in the tech, creative and professional services industries.

"What has made GET URBAN such a success is that the program allows attendees to experience first hand the cutting-edge workspaces offered in downtown," notes Schatz. "The spaces shown on the tours are designed to attract and retain creative talent, while maximizing productivity and innovation."

On prior tours, members of the DCBID have taken guests through The Bloc, IndieDesk, DesignHive by Brookfield, Liner Law, IBI Group, Broadway Arts Tower, Arquitectonica, NationBuilder, Rhubarb Studios, OUE and One California Plaza, with concluding showcase receptions and CBRE Headquarters and LBA's Steelcase Worklife LA.

Tours will continue on a monthly basis, occurring on the fourth Thursday of each month. Scheduled from 2:00p-5:00p, the tours are complimentary but reservations are required. Go to downtownla.com/GetUrban to reserve a space.

ABOUT THE DOWNTOWN CENTER BUSINESS IMPROVEMENT DISTRICT (DCBID)

The Downtown Center Business Improvement District (DCBID) has been the catalyst in Downtown Los Angeles' transformation into a vibrant 24/7 neighborhood. A coalition of approximately 1,700 property owners in the central business district, the DCBID members are united in their commitment to enhance the quality of life in Downtown Los Angeles. Bounded by the Harbor Freeway to the west, First Street to the north, Main and



associates inc.

Brand Development
Public Relations
Advertising
Interactive Solutions
Graphic Design

Hill streets to the east, and Olympic Boulevard to the south, the organization helps the 65-block central business district achieve its full potential as a great place to live, work, and play. For more than 15 years, the DCBID's programs and initiatives have been the driving force behind the Downtown Los Angeles Renaissance. Now universally recognized as one of the nation's most dynamic urban centers, downtown Los Angeles was recently heralded as 'The Next Great American City' by GQ Magazine and listed as number 5 in The New York Times' '52 Places to Go in 2014'.

For more information, visit www.downtownla.com.